



# THE NATIONAL ASSOCIATION OF REALTORS® RELOCATION REPORT

Item #187-13111

Fannin County , GA

2008



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NATIONAL ASSOCIATION OF REALTORS®

*The Voice For Real Estate®*



## Win More Clients and Gain More Referrals with NAR *RELOCATION* REPORT!

### What is the NAR *RELOCATION* REPORT?

The **NAR *RELOCATION* REPORT** series pinpoints where relocation clients are coming from and where they're going, on a county-to-county basis. In addition, it highlights the median incomes of households arriving and leaving each county. For example, the Palm Beach County, Florida report shows how many households moved in from New York County (NY), Bucks County (PA) and Bergen County (NJ), along with the median income of those relocating households.

### Who is using the NAR *RELOCATION* REPORT?

Real Estate Professionals, Relocation Companies, Market Trend Analysts, City and Community Planners

### How do real estate professionals use the NAR *RELOCATION* REPORT?

There are two primary ways that real estate practitioners are using the **NAR *RELOCATION* REPORT** to expand their business opportunities.

**1) Advertise and Win Clients** in those counties that are likely to relocate to the markets you serve. For example, suppose that you practice real estate in Phoenix (AZ) and the top three counties relocating to Phoenix are Essex County (NJ), Hampden County (MA), and Kings County (NY), and the median income of those relocating to Phoenix is significantly above the national average. Then selective advertising aimed at the affluent target audience should yield significant leads.

**2) Referrals, Referrals, Referrals!** Create and/or utilize your firm's referral network by advertising real estate services for those counties in which there is strong relocation demand. For example, each year more than 4,000 households relocate from Los Angeles County (CA) to Clark County (NV). If you practice real estate in Clark County (NV), it would be beneficial to advertise your partnered services in Los Angeles County (CA), in order to acquire referrals.

### Methodology for NAR *RELOCATION* REPORT

Data for this report was obtained from the Internal Revenue Service (IRS) and is based on individual income tax returns filed by citizens and resident aliens. Only the tax returns for which the social security number of the primary taxpayer reported on the return in one year matched the social security number reported on the return filed in the previous year are included in the statistics. County-to-county migration is measured by the year-to-year changes of the county address codes in filed tax returns. If the county address was the same, then the taxpayer was counted as a "non-mover."

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<sup>Note</sup>> Since the IRS data only tracks tax filers, it does not capture the whole population changes in a county. However, it may be of even more value to real estate professionals. Because tax deduction on the mortgage interest provides an incentive for homeowners to file tax returns to reap the benefits and the movements of those are included in the IRS data. On the other hand, the non-taxpayers, mostly newly arriving immigrants and low-income households, are the least likely groups to purchase a home.

**Key Real Estate Statistics in 2007**

MIGRATION STATISTICS	# of Households	Average Income
<b>Total Non-Migrants</b>	<b>7,307</b>	<b>\$42,700</b>
Non-Movers	6,877	
Movers w/in County	430	
<b>Total In-Migrants</b>	<b>525</b>	<b>\$47,400</b>
From the Same State	256	\$53,500
From Other State	269	\$41,600
<b>Total Out-Migrants</b>	<b>463</b>	<b>\$32,700</b>
To the Same State	253	\$30,300
To Other State	210	\$35,500

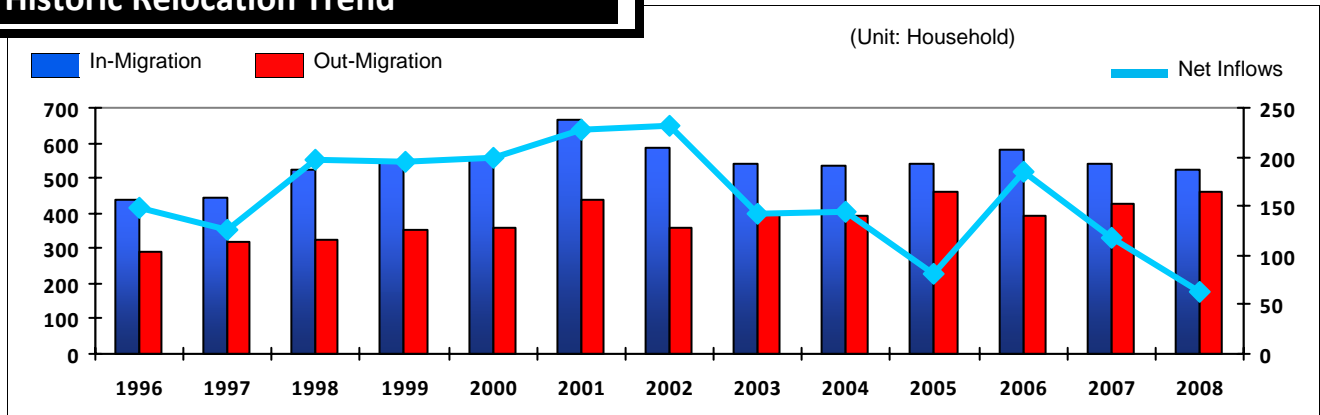
HOMEOWNERSHIP RATE		78%	
Hispanic	18%	Black*	52%
AIAN*	65%	NHPI*	81%
Asian	69%	White	80%

HOME SALES W/ MORTGAGES	372
Conventional Loans	358
FHA Guaranteed Loans	9
VA Guaranteed Loans	3
FHS/RHS Loans Loans	2
2nd Home Share	68 %
FHS/RHS Loans Loans	5 %

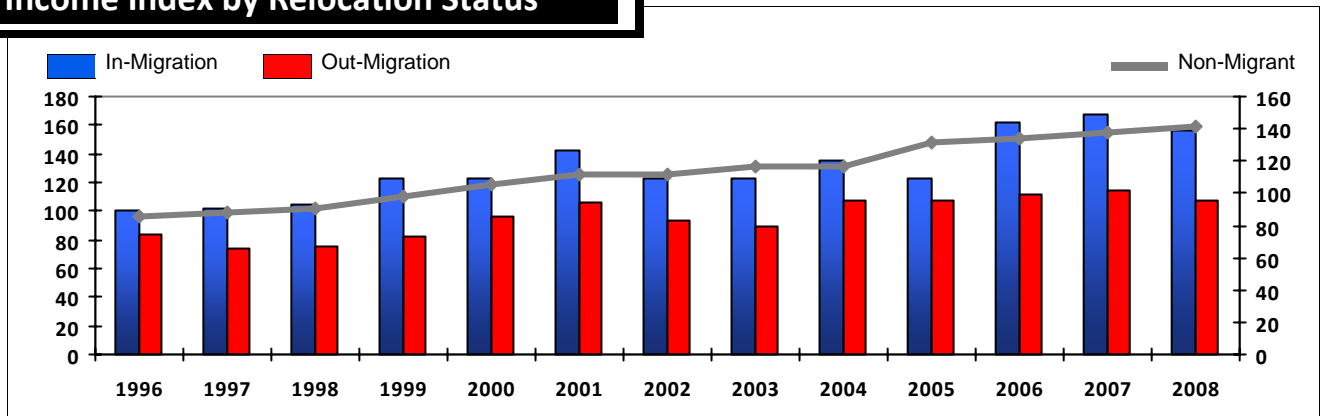
Source: Census Bureau 2009, IRS 2009, HMDA 2008, NAR 2009

\* Black - Black or African American AIAN - American Indian and Alaska Native NHPI - Native Hawaiian and Other Pacific Islander

**Historic Relocation Trend**



**Income Index by Relocation Status**



\*\* **Income Index** is measured by the relative level of median household income of a certain resident group compared to the national median income of non-movers in 2000. The income statistics used are those reported on annual tax filing to IRS..

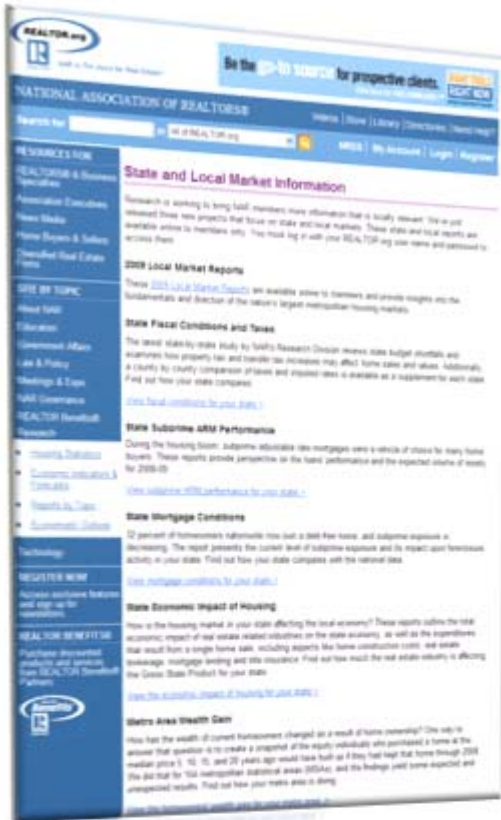
## Migration Counties In/Out of Fannin County, GA in 2008

	Coming from			Going to						
	State	County	# of Households	Income Index	Distance**	State				County
1	GA	Gilmer County	50	81	14	GA	Union County	49	87	19
2	TN	Polk County	27	95	21	TN	Polk County	41	61	21
3	GA	Union County	26	111	19	GA	Gilmer County	39	107	14
4	NC	Cherokee County	20	54	24	GA	Cherokee County	25	151	44
5	GA	Fulton County	19	311	75	GA	Cobb County	24	108	66
6	FL	Collier County	15	202	632	GA	Fulton County	16	86	75
7	GA	Gwinnett County	14	263	65	GA	Pickens County	14	57	29
8	GA	Cobb County	13	307	66	NC	Cherokee County	14	56	24
9	GA	DeKalb County	13	96	76					
10	GA	Cherokee County	12	638	44					
11	GA	Pickens County	10	65	29					

\*\* **Income Index** is measured by the relative level of median household income of a certain resident group compared to the national median income of non-movers in 2000. The income statistics used are those reported on annual tax filing to IRS.

\*\*\* **Distance** is calculated any two zip codes within the two counties and therefore may not necessarily match with the actual driving distance.

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- State Fiscal Conditions and Taxes
- State Subprime ARM Performance
- State Economic Impact of Housing
- Metro Area Wealth Gain
- State/Metropolitan Existing-home Sales/Prices

The NATIONAL ASSOCIATION OF REALTORS® has carefully considered how we can best support you, our members, in these uncertain times. NAR is here to assist you and your business with the **RIGHT TOOLS, RIGHT NOW.**

